The Fifth Estate

Broadcasting ϟ Aug 27

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53d Year 1984
A celebration of TV journalism

Vol. 107 No. 9

Broadcasting Aug 27

Broadcasters put Republicans on display in Dallas
The best in local television journalism

DOWN IN BIG D □ Networks and local broadcasters showcase Republican national convention to millions of viewers. Controversy surrounds networks decisions regarding airing of Reagan film. **PAGE 35.**

MORE FALL FOOTBALL □ United States Football League votes to move season to fall, beginning in 1986. **PAGE 41.**

SUIT NEWS □ CBS asks judge to dismiss lawsuit by General Westmoreland. CNN asks for permission to televise trial. **PAGE 42.**

LOCAL JOURNALISM □ Broadcast journalists report on their best efforts in the past 12 months in spot news coverage, investigative and documentary reporting and public affairs programing. **PAGE 47- 108.**

HILL REVIEW □ Congress has a full slate of communications legislation before it and not much time before adjournment. **PAGE 110.**

FALL PRE-EMPTIONS □ Three commercial networks announce starting times for some fall programing. **PAGE 114.**

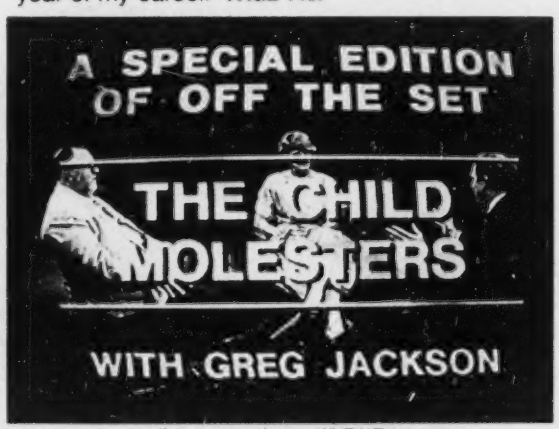
NAMING NAMES □ CBS/Broadcast Group announces four appointments at World Enterprises division. **PAGE 65.**

HOME GROWN □ Manufacturers, dealers and distributors of backyard earth stations meet to discuss the latest legal and technical news. **PAGE 118.**

PEACHY TIME □ Presentation by Council for Cable Information, legislative update from NCTA's Mooney and management and technical sessions top agenda of upcoming Eastern Cable Show in Atlanta. **PAGE 122.**

MASS APPEAL □ James McKinney, FCC's Mass Media Bureau chief, characterizes his tenure in that post as "most challenging and productive year of my career." **PAGE 143.**

WTOL-TV Toledo, Ohio's, coverage of violence at a strike-bound auto plant



Public affairs programing on WNEW-TV New York

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fore moving into its regular 9-10 Friday berth on Sept. 28. NBC will launch *Highway to Heaven* the next night with a special two-hour premiere at 8-10. *The Bill Cosby Show* will bow on Thursday, Sept. 20, at 8-8:30, followed by the first episode of the second season of *Family Ties* at 8:30. □

International arm of CBS names four executives

Worldwide Enterprises created in April to develop program and sales opportunities for CBS/Broadcast Group

Bellon

Crane

Kane

Walsh

CBS/Broadcast Group's newly formed Worldwide Enterprises, created last April to expand CBS's involvement in global program development, acquisition, marketing and sales, announced four high-level appointments last week.

Joseph Bellon has been named vice president and managing director, program and market development. According to John Eger, named at the outset to head Worldwide Enterprises as senior vice president, Bellon's area is of "greatest interest," if not importance, to the direction of the division. Bellon will oversee a new worldwide ventures organization which Eger says will "aggressively seek" the development of programing for various media, including home video and cable (foreign as well as domestic), foreign television and perhaps even domestic network television. However, the programing developed from those ventures would not run first on network TV. Bellon will also be responsible for a department that will acquire various programs worldwide, as well as the marketing and production of all programing developed under his purview.

Worldwide Enterprises has also acquired responsibility for CBS's cable and information businesses, all of which are now under the direction of Albert Crane, who has been named vice president, information and cable enterprises. For the last two years, Crane has overseen the development and operation of CBS's Extravision teletext service. With the new appointment, his oversight responsibil-

ABC rides Olympic coattails to weekly win

ABC-TV maintained much of its Olympics ratings momentum in the first post-Olympics week, with the opener of its *Call to Glory* and a one-hour Olympics retrospective ranking one, two among the week's programs and helping ABC to a two-and-a-half-point lead in the prime time Nielsen ratings. For the week ended Aug. 19, ABC scored a 13.3 rating/26 share while CBS-TV barely nosed out NBC-TV for second place, 10.8/21 to 10.4/20.

The two-hour *Call to Glory* premiere, at 8-10 p.m. NYT on Monday, turned in a 24.8/44 (BROADCASTING, Aug. 20). The Olympics look-back, which followed at 10-11 p.m., did a 22.3/39. ABC researchers estimated that about 50 million persons watched some or all of *Call to Glory* and that the Olympics retrospective grossed about 40 million viewers.

Almost everything else on prime time network television that week was a repeat. The closest any of it came to challenging the top numbers was a 17.5/30 produced by a repeat of *Riptide* on NBC Tuesday.

ABC won Monday, Wednesday, Friday and Saturday nights, CBS won Thursday and Sunday and NBC took Tuesday.

The big audience numbers for the *Call to Glory* premiere followed a carefully crafted scenario. Six months ago ABC officials saw the pilot and were impressed—but were also convinced that the show, dealing essentially with family relationships, would need special attention in its introduction if it were going to succeed. Seeing the Olympics as a first-class place to promote the show, they scheduled it to start immediately after the games—and within their coverage of those games they scheduled 37 separate spots promoting it, more than were allotted to any other new show.

Among the few original presentations of the week, *I Gave at the Office*, a 9:30 p.m. half-hour on NBC on Wednesday, pulled a 11.2/20, ranking 29th; a quarter-hour preconvention special on CBS at 10:45 Sunday did a 9.3/18, coming in 48th; *Crossroads* on CBS Wednesday had an 8.2/17, ranking 56th, and NBC's *Summer Sunday USA* was 65th and last with 3.3/7. Results for preseason pro football ranged from middling to poor. Pittsburgh vs. Dallas on ABC Thursday managed an 11.0/22 to rank 32d; San Francisco vs. San Diego on CBS Saturday and New England vs. Washington on NBC Friday came in 62d and 63d with 6.8/15 and 6.8/14.

Early-evening news ratings, thrown out of their usual kilter during the Olympics by a surge that carried *ABC World News Tonight* to an unaccustomed first place, settled back closer to normal in the Aug. 12-17 period. *CBS Evening News* was back on top, with 10.8/24; *ABC World News Tonight* was second with 9.6/22, and *NBC Nightly News* was third with 8.0/18.

Rank	Show	Network	Rating/Share
1.	Call to Glory	ABC	24.8/44
2.	Olympic Highlights	ABC	22.3/39
3.	Riptide	NBC	17.5/30
4.	60 Minutes	CBS	16.7/36
5.	Remington Steele	NBC	15.9/28
6.	A-Team	NBC	15.6/29
7.	Webster	ABC	15.2/32
8.	Trapper John, M.D.	CBS	15.1/27
9.	Alice	CBS	14.6/27
10.	Funniest Commercial Goofs	ABC	13.8/26
11.	Love Boat	ABC	13.7/28
12.	Matt Houston	ABC	13.6/28
13.	Hill Street Blues	NBC	13.5/25
14.	The Main Event	ABC	13.4/25
15.	Fantasy Island	ABC	13.3/29
16.	Facts of Life	NBC	13.3/25
17.	Word of Honor	CBS	13.2/25
18.	Dallas	CBS	12.9/26
19.	Jeffersons	CBS	12.9/26
20.	Cagney & Lacey	CBS	12.9/23
21.	Knots Landing	CBS	12.6/23
22.	Simon & Simon	CBS	12.4/21
23.	Benson	ABC	12.1/27
24.	Blue Thunder	ABC	12.1/24
25.	One Day At A Time	CBS	11.8/25
26.	Fall Guy	ABC	11.7/25
27.	Jennifer Slept Here	NBC	11.4/23
28.	Enola Gay	NBC	11.3/22
29.	I Gave At the Office	NBC	11.2/20
30.	Double Trouble	NBC	11.1/24
31.	Mae West	ABC	11.1/20
32.	Pitusburgh vs. Dallas	ABC	11.0/22
33.	Hotel	ABC	10.7/20
34.	Silver Spoons	NBC	10.6/23
35.	Falcon Crest	CBS	10.5/22
36.	Hardcastle & McCormick	ABC	10.3/21
37.	Three's Company	ABC	10.3/19
38.	Magnum, P.I.	CBS	10.1/19
39.	St. Elsewhere	NBC	10.1/19
40.	T.J. Hooker	ABC	9.9/23
41.	Foulups, Bleeps & Blunders	ABC	9.9/19
42.	Bosom Buddies	NBC	9.8/20
43.	Cheers	NBC	9.8/17
44.	Airwolf Special (Monday)	CBS	9.7/17
45.	Rage	NBC	9.6/16
46.	Patricia Neal Story	CBS	9.4/17
47.	Family Ties	NBC	9.4/17
48.	Mama's Family	NBC	9.3/19
49.	Preconvention Special	CBS	9.3/18
50.	TV Bloopers & Practical Jokes	NBC	9.1/17
51.	Diff'rent Strokes	NBC	9.0/21
52.	Gimme A Break	NBC	8.8/18
53.	Night Court	NBC	8.8/14
54.	Comedy Zone	CBS	8.6/19
55.	AfterMASH	CBS	8.5/17
56.	PGA Championship	ABC	8.2/18
57.	Crossroads	CBS	8.2/17
58.	NFL Preseason football	NBC	7.7/17
59.	20/20	ABC	7.5/14
60.	Domestic Life	CBS	7.4/13
61.	New Show	NBC	7.1/15
62.	San Francisco vs. San Diego	CBS	6.8/15
63.	New England vs. Washington	NBC	6.8/14
64.	Airwolf	CBS	5.9/13
65.	Summer Sunday USA	NBC	3.3/7

*Indicates premiere episode

to operate by remote control. App. Aug. 17.

■ KJTA (840 khz) Pharr, Tex.—Seeks MP to change daytime ant. and change TL. App. Aug. 16.

■ KOJO (1210 khz) Laramie, Wyo.—Seeks MP to change TL and reduce power to 10 kw. App. Aug. 21.

FM's

Tendered

■ *KCSN (88.5 mhz) Northridge, Calif.—Seeks CP to change TL; change ERP to .06 kw, and change HAAT to 2,068 ft. App. Aug. 16.

■ WKSQ (94.3 mhz) Ellsworth, Me.—Seeks CP to change ERP to 7.9 kw; change HAAT to 1,034.5 ft., and change TL. App. Aug. 16.

■ WQSR (105.7 mhz) Cantonsville, Md.—Seeks CP to change ERP to 50 kw and change HAAT to 492 ft. App. Aug. 20.

■ WJDR (98.3 mhz) Prentiss, Mass.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 325 ft. App. Aug. 16.

■ *WBRS (91.7 mhz) Waltham, Mass.—Seeks CP to change freq. and make changes in ant. sys. App. Aug. 17.

■ WBAG (93.9 mhz) Burlington, N.C.—Seeks CP to delete Graham as a community of lic. App. Aug. 20.

■ KIVA (105.1 mhz) Santa Fe, N.M.—Seeks CP to change TL and change HAAT to 1,821 ft. App. Aug. 20.

■ WKSA-FM (101.5 mhz) Isabela, P.R.—Seeks CP to change TL; change ERP to 50 kw, and change HAAT to 424 ft. App. Aug. 17.

■ WKJQ (99.3 mhz) Jefferson City, Tenn.—Seeks CP to change TL; change ERP to .86 kw, and change HAAT to 575 ft. App. Aug. 17.

Accepted

■ WHHT-FM (101.9 mhz) Montgomery, Ala.—Seeks CP to correct coordinates. App. Aug. 15.

■ KZFR (103.1 mhz) South Lake Tahoe, Calif.—Seeks CP to change ERP to 3.01 kw. App. Aug. 20.

■ KDRW-FM (103.9 mhz) Silverton, Colo.—Seeks CP to change freq. to 103.9 mhz. App. Aug. 15.

■ KVMT (104.7 mhz) Vail, Colo.—Seeks CP to install aux. sys. App. Aug. 15.

■ *WPKT (90.5 mhz) Middlefield, Conn.—Seeks CP to change HAAT to 60 ft.; readjust effective radiated power, and compensate transmitter power output. App. Aug. 20.

■ KLCE (97.3 mhz) Blackfoot, Idaho—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 1,513 ft. App. Aug. 17.

■ KMFE-FM (101.7 mhz) Emmet, Idaho—Seeks CP to change TL; operate by remote control; increase TPO; change ERP to 39 kw; change HAAT to 2,588 ft.; change transmitter and ant., and change freq. to 101.9. App. Aug. 15.

■ WLS-FM (94.7 mhz) Chicago—Seeks CP to install aux. sys. App. Aug. 15.

■ WRTN (93.5 mhz) New Rochelle, N.Y.—Seeks CP to change ERP to 2.95 kw and change HAAT to 331.28 ft. App. Aug. 15.

■ KURY-FM (95.3 mhz) Brookings, Ore.—Seeks CP to reduce height of tower below 200 ft. and make changes in ant. sys. App. Aug. 15.

■ WOWQ (102.1 mhz) Du Bois, Pa.—Seeks CP to change ERP to 22.5 kw and change HAAT to 694.704 ft. App. Aug. 20.

■ WQEQ (103.1 mhz) Freeland, Pa.—Seeks CP to change ERP to .725 kw. App. Aug. 17.

■ KNUE (101.5 mhz) Tyler, Tex.—Seeks CP to change TL and change HAAT to 1,074. App. Aug. 15.

■ *KUSU-FM (91.5 mhz) Logan, Utah—Seeks CP to change ERP to 90 kw. App. Aug. 20

TV's

Accepted

■ KWWL (ch. 7) Waterloo, Iowa—Seeks CP to make changes in ant. sys. App. Aug. 20.

■ *WMTJ (ch. 40) Fajardo, P.R.—Seeks MP to change ERP to vis. 19.84 kw, aur. 9.84 kw; change HAAT to 2,754 ft.; change ant., and change TL. App. Aug. 20.

Actions

AM's

■ KEZY (1190 khz) Anaheim, Calif.—Granted app. to make changes in ant. sys. Action Aug. 8.

■ KACY (1520 khz) Port Hueneme, Calif.—Granted app. to make changes in ant. sys. Action Aug. 8.

■ WCII (1080 khz) Louisville—Granted app. to make changes in ant. sys. Action Aug. 10.

■ WIDS (1190 khz) Russell Springs, Ky.—Granted app. to change freq. to 570 khz and make changes in ant. sys. Action Aug. 10.

■ WFPR (1400 khz) Hammond, La.—Granted app. to change TL. Action Aug. 8.

■ WBAL (1090 khz) Baltimore—Granted app. to change SL to 3800 Hooper Ave., Baltimore, Md. 21211 and operate by remote control. Action Aug. 9.

■ KBWS (1530 khz) Sisseton, S.D.—Granted app. to change SL to Eden, S.D., and change TL. Action Aug. 10.

FM's

■ WORJ (103.9 mhz) Osark, Ala.—Returned app. to change TL; change ERP to 2 kw, and change HAAT to 355 ft. Action Aug. 8.

■ WELR-FM (102.3 mhz) Roanoke, Ala.—Granted app. to change ERP to 2.9 kw and change freq. to 102.3 mhz. Action Aug. 10.

■ KNIK-FM (105.5 mhz) Anchorage—Granted app. to to correct coordinates. Action Aug. 7.

■ KENY (101.7 mhz) Soldotna, Alaska—Granted app. to change TL and change HAAT to 269 ft. Action Aug. 10.

■ KMLA (103.9 mhz) Ashdown, Ariz.—Granted app. to change TL. Action Aug. 9.

■ KOPO (98.3 mhz) Marana, Ariz.—Granted app. to change HAAT to 202 ft. Action Aug. 10.

■ KLVE (107.5 mhz) Los Angeles—Returned app. to change ERP to 29.5 kw and change HAAT to 3,000 ft. Action Aug. 9.

■ KNVR (96.7 mhz) Paradise-Chico, Calif.—Dismissed app. to change TL; change ERP to 1,330 kw, and change HAAT to 464.75 ft. Action Aug. 9.

■ *WQCS (88.3 mhz) Fort Pierce, Fla.—Granted app. to change freq. to 88.9 mhz; change transmitter; change transmission line and ant.; change ERP to 100 kw, and change HAAT to 449 ft. Action July 26.

■ KEI-FM (104.9 mhz) Pocatello, Idaho—Granted app. to change TL and change HAAT to 1,120 ft. Action Aug. 6.

■ WGLO (95.3 mhz) Pekin, Ill.—Granted app. to change ERP to 2.24 kw and change HAAT to 340 ft. Action Aug. 6.

■ *WDSO (88.3 mhz) Chesterton, Ind.—Granted app. to change freq to 89.3 mhz; change ERP to .413 kw; change HAAT to 136 ft., and make changes in ant. sys. Action Aug. 7.

■ KGLI (95.5 mhz) Sioux City, Iowa—Granted app. to change TL; change HAAT to 1,003.68 ft.; change TPO, and make changes in ant. sys. Action Aug. 6.

■ WKDO-FM (105.5 mhz) Liberty, Ky.—Returned app. to change TL and change HAAT to 238 ft. Action Aug. 13.

■ *WNKU (89.7 mhz) Highland Heights, Ky.—Dismissed app. to change TL; change ERP to 10.84 ft., and change HAAT to 318 ft. Action Aug. 8.

■ WAYL (93.7 mhz) Minneapolis—Dismissed app. to change TL and change HAAT to 1,294 ft. Action Aug. 8.

■ WFCA (107.9 mhz) Ackerman, Miss.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 614 ft. Action Aug. 6.

■ WLUN (95.3 mhz) Lumberton, Miss.—Granted app. to change HAAT to 289 ft. Action Aug. 6.

■ WBAG (93.9 mhz) Burlington, N.C.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,880 ft, and make changes in ant. sys. Action Aug. 3.

■ WPGO (106.3 mhz) Shallote, N.C.—Granted app. to change TL. Action Aug. 6.

■ KITT (96.3 mhz) Las Vegas—Granted app. to change ERP to 100 kw and change HAAT to 1,175 ft. Action Aug. 6.

■ KSNM (98.7 mhz) Truth or Consequences, N.M.—Granted app. to change SL to 600 Broadway, Williamsburg, N.M. Action Aug. 6.

■ WCBS-FM (101.1 mhz) New York—Granted app. to change ERP to 6.8 kw and change HAAT to 1,353 ft. Action Aug. 6.

■ KZAM (95.3 mhz) Creswell, Ore.—Granted app. to change TL; change ERP to 1.6 kw, and change HAAT to 390 ft. Action Aug. 10.

■ WKJB-FM (99.1 mhz) Mayaguez, P.R.—Granted app. to change ERP to 25 kw. Action Aug. 6.

■ KZEU (107.9 mhz) Victoria, Tex.—Granted app. to change ERP to 100 kw. Action Aug. 10.

■ WEZR (106.7 mhz) Manassas, Va.—Granted app. to install aux. sys. Action Aug. 6.

■ WWLH (102.3 mhz) Pound, Va.—Granted app. to change SL to Pound Gap, U.S. Highway 23, Pound, Va. Action Aug. 6.

■ WHWB-FM (98.1 mhz) Rutland, Vt.—Granted app. to change TL; change ERP to 1.175 kw; change HAAT to 2,561 ft., and make changes in ant. sys. Action Aug. 10.

■ *WETA-FM (90.0 mhz) Washington—Dismissed app. to change ERP to 75 kw; change HAAT to 821 ft., and change ant. and transmitter. Action Aug. 13.

■ KISW (99.9 mhz) Seattle—Granted app. to change HAAT to 1,148.5 ft and change TL. Action Aug. 6.

TV's

■ KIHS (ch. 46) Ontario, Calif.—Granted app. to install aux. ant. sys. Action Aug. 9.

■ KCVT (ch. 30) Shawnee, Okla.—Granted app. to change ERP to vis. 800 kw, aur. 80 kw; change HAAT to 860 ft.; change TL, and move SL into community of lic. Action Aug. 6.

Summary of broadcasting as of June 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,749	170	4,919
Commercial FM	3,610	418	4,028
Educational FM	1,153	173	1,326
Total Radio	9,512	761	10,273
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	357	252	609
Educational VHF TV	112	2	114
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	196	74	270
UHF LPTV	87	136	223
Total LPTV	283	210	493
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call letters

Applications

Call	Sought by
	New FM's
KAIO-FM	Judy K. Purtle, Russellville, Ark.
WBPK	Foothills Communications Associates Inc., Flemingsburg, Ky.
KZEN	Osage Radio Inc., Central City, Neb.
	New TV's
WWKI-TV	B.G.S. Broadcasting Inc., Kokomo, Ind.
WSWB-TV	Scranton Family Television Ltd., Scranton, Pa.
	Existing AM's
WBGZ	WOKZ Metroplex Communications Inc., Alton, Ill.